

Chapter 18.1

SIGNS (3/10/99)

Sec. 18.1-1. Statement of Purpose.

- (1) The purpose of this Ordinance is to create the legal framework for a comprehensive but balanced system of signs, and thereby to facilitate harmonious and effective communication between people and their environment and to alleviate the proliferation of signs that are detrimental to the visual environment and economic vitality of Hampton. With this purpose in mind, it is the intention of this Ordinance to authorize the use of signs which are:
 - (a) compatible with their surroundings;
 - (b) appropriate to the type of activity to which they pertain;
 - (c) expressive of the identity of individual proprietors or of the community as a whole;
 - (d) legible in the circumstances in which they are seen; and
 - (e) protective of the public's health, safety, and welfare.
- (2) This Chapter is organized into Articles which outline the general sign regulations in the City of Hampton and those regulations which apply only to specific zoning districts:
 - (a) Article I -- General Sign Regulations;
 - (b) Article II -- M-5A, Langley Flight Approach - Hampton Roads Center and SPI-HRC, Special Public Interest - Hampton Roads Center;
 - (c) Article III – SPI-OH, Special Public Interest - Old Hampton;
 - (d) Article IV – SPI-HRC2, Special Public Interest – Hampton Roads Center II;
 - (e) Article V – SPI-MVC, Special Public Interest - Magruder Visual Corridor;
 - (f) Article VI – SPI-HRCW, Special Public Interest – Hampton Roads Center West; and
 - (g) Article VII – SPI- CC, Special Public Interest – Coliseum Central.

Article I. General Sign Regulations

Sec. 18.1-1.1 Intent.

It is the intent of this Article to outline the general parameters of sign regulations in the City of Hampton. These regulations shall apply to all zoning districts in the City, unless specifically overridden by the provisions of Articles II, III, IV, V, and VI herein, which apply to M-5A, SPI-HRC, SPI-OH, SPI-HRC2, SPI-MVC, and SPI-HRCW. If there is a conflict between these general sign regulations and subsequent articles of this chapter, the regulations in more specific articles shall apply. (4/14/99)

Sec. 18.1-2. Definitions.

- (1) Abandoned Sign. A sign that identifies or advertises an establishment that has not been operating on the property where the sign is located for thirty (30) consecutive days.
- (2) Banner. A sign intended to be hung on a frame, possessing characters, letters, illustrations or ornamentations applied to plastic or fabric, excluding official flags and emblems of political, professional, religious, educational or corporate organizations.
- (3) Business/Shopping Center. A collection of two (2) or more buildings connected to each other by means of common walls; or a single building containing two (2) or more separate establishments or business spaces; or two (2) or more establishments which share parking.
- (4) Business/Shopping Center Sign. A freestanding or wall sign that serves to identify a business/shopping center.
- (5) Copy. Any letter, symbol, number, or combination of these, which can be seen from the right-of-way of a street or highway.
- (6) Construction Sign. A freestanding sign giving the name or names of the principal contractors, architects, lending institutions or other firms, and information related to the construction and marketing of the site.
- (7) Contiguous Zoning. The zoning classification of properties which share a common property line with the subject property along a right-of-way, but not across any right-of-way.
- (8) Directory. A freestanding or wall sign designed to provide on-site direction to establishments within a business/shopping center and containing copy which is not legible from any public right-of-way.
- (9) Establishment. Any business, institutional, professional, or religious

entity which provides products or services, or any apartment, condominium, cluster home, townhouse-for-sale, or similar project. Only an entity which occupies a separate business space which is enclosed by walls and accessed and secured separately will be considered a single establishment. Any apartment, condominium, cluster home, townhouse-for-sale, or similar project under single management or association will be considered a single establishment unless located on non-contiguous lots, in which case each non-contiguous grouping will be considered a separate establishment for purposes of this Ordinance.

- (10) Erect. To build, construct, attach, hang, place, suspend, or modify in a manner which alters the structure of all signs. This term includes any painting of a sign on the outside wall of a building which alters the copy, excepting a minor change which affects less than ten percent (10%) of the area of the copy.
- (11) Festoons. A string of ribbon, tinsel, small flags, pennants, pinwheels, or similar devices.
- (12) Freestanding Sign. A sign which is permanently attached to the ground and which is not attached to or supported by a building. A sign attached to a surface such as a fence or a wall which is not a structural part of a building (except a roof-like structure) shall be considered a freestanding sign. The sign area for a freestanding sign shall be contained in a single, continuous, unbroken plane or geometric shape. A freestanding sign shall not contain two (2) or more non-continuous broken planes or geometric shapes, unless supported by a single column or surface.

Allowed

Not allowed

- (13) Height, Sign. The vertical distance measured from the surface grade of the lot to the highest point of the sign.

- (14) Ground-mounted Sign. A type of free-standing sign which has a continuous vertical plane extending from the ground to the top of the sign.
- (15) Illegal Sign. A sign which does not meet the requirements of this Ordinance and which has not received legal nonconforming status.
- (16) Lot. A portion or parcel of land considered as a unit.
- (17) Menu Board. A freestanding or wall sign designed as an outdoor means to communicate orders for food and beverages, containing only information which is not intended to be legible from any public right-of-way and which provides on-site information for drive-in service.
- (18) Mural. A painted scene or other type of graphic which does not contain any copy and does not have as its primary intent the provision of information concerning the establishment or any product, good or service offered by the establishment.
- (19) Nonconforming Sign. A sign which was permissible under any previous Zoning Ordinance at the effective date of this Ordinance, and which does not conform to the regulations and restrictions prescribed for the district in which it is situated.
- (20) Off-Premise Advertising Sign. A permanently attached, freestanding sign, which directs the attention of the general public to a business, service, or activity not conducted or a product not offered or sold upon the premises where such sign is located.
- (21) Permanently Attached Sign. A sign attached by bolting, welding, molding, nailing, concrete, or similar mechanisms such that the sign support is installed below the surface grade of the lot and is rigidly attached. A sign attached by rope, string, chain, and similar mechanisms is not a permanently attached sign.
- (22) Political Sign. A freestanding or wall sign which provides information relating to a local, state, or national election.
- (23) Public Directory or Information Signs. Freestanding signs provided by the city or their assigns, located on public rights-of-way, intended to provide direction or information to major public facilities, events, and private establishments, and which may include neighborhood identification and information signs identifying single family subdivisions,

or townhouse, condominium, or apartment developments, located at the entrances to such developments.

- (24) Real Estate Sign. A freestanding or wall sign which provides information concerning the rent, lease, or sale of only the real estate upon which it is located, including the name of the realtor and listing agent and their telephone numbers.
- (25) Sign. Any structure, wall fixture, placard, or other object using graphics, symbols and/or written copy designed specifically for the purpose of providing information or identifying any establishment, product, goods, or services.
- (26) Sign Area. That area within a line including the outer extremities of all letters, figures, characters, and delineation, or within a line including the outer extremities of the framework or background of the sign, whichever line includes the larger area. The support for the sign background, whether it be columns, a pylon, a building or part thereof, shall not be included in the sign area and shall not be used to provide information or identification. When two (2) sign faces are parallel, back to back, continuously enclosed, and not more than thirty six (36) inches from each other, only one (1) face shall be included in the computation of the sign area; otherwise, each sign face shall be included in the computation of sign area.
- (27) Sign Face. Any side of a sign which contains information or identification.
- (28) Wall Sign. A sign attached to, erected, or painted on the outside wall of a building, or which extends from a building wall.
- (29) Window Sign. A sign that is attached to, or located behind a window.

Sec. 18.1-3. General Requirements.

- (1) No person shall erect, alter, repair, or relocate any sign without first obtaining a sign permit for such work from the Zoning Administrator of the City of Hampton, excepting provisions for certain permitted real estate, political, and construction signs, reference Sections 18.1-7, 18.1-8, and 18.1-9, and for wall signs of a temporary nature. A sign permit shall not be required for routine maintenance or a change in copy which results in no alteration to the sign structure.

- (2) All signs to be erected pursuant to this Ordinance must pertain to a use conducted on the property, with the exception of those listed in Section 18.1-6, and except for permitted off-premise advertising signs (reference Section 18.1-11); except that any sign authorized in this Ordinance is allowed to contain any otherwise lawful non-commercial message which does not direct attention to a business or to a commodity or service for sale, and that complies with the area, height, number, and all other requirements of this Ordinance.
- (3) Freestanding signs, wall signs, and banners are the only signs permitted under this Ordinance.
- (4) No sign shall project above the building part to which it is attached.
- (5) A Table of Basic Design Elements for signs is hereby attached to and made part of this Ordinance. Any sign which is erected, displayed, or substantially altered or reconstructed shall be in accordance with the related provisions of the Table of Basic Design Elements, except as otherwise specified in Articles II, III, IV or V herein.
- (6) The Table of Basic Design Elements is to be of full force and effect on September 1, 1988.
- (7) Characterization of Contiguous Zoning. For purposes of applying the Table of Basic Design Elements, contiguous zoning shall be the zoning classification of the properties which share a common property line with the subject property along a right-of-way, but not across any right-of-way. In cases where contiguous zoning is different, the more restrictive zoning classification shall be considered the contiguous zoning classification. In cases where there is no contiguous zoning, the maximum sign area for the district shall be permitted. For establishments or business/shopping centers with multiple frontages, contiguous zoning shall be determined according to Section 18.1-5(4).

Sec. 18.1-4. Prohibited Signs.

The following signs shall be prohibited within the City:

- (1) Abandoned signs. Within thirty (30) days of the closing of the establishment, the property owner must:
 - (a) remove the sign structure, or
 - (b) remove the text on the structure, leaving the face of the sign intact.

- (2) Signs of any material which are attached in any manner to a utility pole, tree, or similar object located on public or private property, except for yard sale signs, as allowed in Section 18.1-12(11), and banners, as allowed in Section 18.1-6(6)(d).
- (3) Signs displayed on any vehicle unless such vehicle is licensed in accordance with state and local requirements and has a current state inspection.
- (4) Rooftop displays of any kind, with or without text.
- (5) Any private sign on public rights-of-way are prohibited and shall be subject to immediate removal, without notice.

Sec. 18.1-5. Permitted Signs.

- (1) Freestanding Signs.
 - (a) Each establishment, excepting establishments which constitute a portion of a business/shopping center, may display only one (1) freestanding sign, which shall be in accordance with the requirements of the Table of Basic Design Elements. Freestanding sign requirements for establishments contained in business/shopping centers will be in accordance with Section 18.1-6(1).
 - (b) In the Residential Transition District (R-T), all freestanding signs shall be ground mounted and shall be set back at least two (2) feet from the front property line.
- (2) Wall Signs.
 - (a) Each establishment may display wall signs which shall be in accordance with the requirements of the Table of Basic Design Elements.
 - (b) The maximum allowable wall sign area is as follows and as illustrated:
 - (i) Using a site plan or site layout as a guide, a determination shall be made as to how many public rights-of-way can be directly accessed from the site.
 - (ii) Each building facade that fronts on a directly accessible right-of-way may hold wall signs, up to a total of two building facades.

- (iii) The maximum allowable wall sign area for any individual facade shall be 1 square foot of sign area for every linear foot of building frontage along that facade.
- (iv) In the instance where a building facade is visible, but not directly accessible, from a public right-of-way, wall signs may be placed on that facade at the above stated ratio, upon the joint approval of the Planning Director and Zoning Administrator. Review of the proposed additional sign area shall be based on the applicant's ability to show that the affected facade is architecturally designed so that it mimics, to the fullest extent possible, the main facade of the building. All architectural elements, with the exception of covered walkways and glass store fronts, shall be included. If there are no architectural elements to be carried over to the affected facade, this provision for additional sign area cannot be utilized. In no case shall this provision be used to allow wall or window sign area on a third building facade.

(c) In those instances where there are excessively deep lots, the following maximum sign areas shall prevail:

- (i) Any building whose front wall is entirely behind a line that is four hundred feet (400') from a parallel public right-of-way shall be permitted one and one-half (1.5) square feet of wall sign area for every one (1) linear foot of building frontage.
- (ii) If a building is perpendicular to a public right-of-way, any user/tenant that is located entirely behind a line that is four hundred feet (400') from a parallel public right-of-way may have one and one-half (1.5) square feet of wall sign area for every one (1) linear foot of building frontage it uses.

These provisions may be used for only one public right-of-way. If a property has access from more than one right-of-way, the decision as to which one to use for the purpose of this subsection must be made prior to the initial request for the 1.5 square foot option. The following illustrations are provided for clarity.

- (3) Deleted.
- (4) Multiple Frontages. If an establishment or a business/shopping center has frontage on two or more public rights-of-way, each side of the building(s) is to be separately considered for purposes of determining compliance with the provisions of this Ordinance and of the Table of Basic Design Elements, except that an establishment or business/shopping center of less than five (5) acres may have no more than one (1) freestanding sign, and in any case no establishment shall have more than two (2) freestanding signs. Area allowances for signs may be utilized only on the street frontage from which they are calculated. For any establishment or business/shopping center with multiple frontages, the contiguous zoning classification shall be determined by the zoning classification of the properties which abut the subject property along a single right-of-way, such that contiguous zoning may be different for separate frontages, provided that the contiguous zoning which applies to each frontage shall be used in applying the Table of Basic Design Elements to signs which are computed towards and located at that frontage.

Business with multiple frontages on less than five (5) acres

Business with multiple frontages on more than five (5) acres

- (5) Dwelling Units.

Notwithstanding the Table of Basic Design Elements, a dwelling unit or permitted home occupant may have the following signs:

- (a) Any sign used for the identification of the occupant of any dwelling unit or the address of the dwelling unit and/or permitted home

occupation, provided that such sign shall not exceed one (1) square foot in area and shall not be illuminated.

- (b) Political signs, not to exceed eight (8) square feet in area, provided that the provisions of Section 18.1-8, Political Signs are met.

- (6) Signs in Residential Zones. Such signs may be internally illuminated, but, if illuminated from external sources, they shall be shielded so as to protect adjoining properties from glare.

Sec. 18.1-6. Special Situations.

In the following special situations, signs may be provided in addition to other permitted signs and shall not be subject to the requirements of the Table of Basic Design Elements, except as described below:

- (1) Business/Shopping Centers. In addition to other permitted signs, each business/shopping center shall be permitted the following:
 - (a) Business/shopping center sign. One (1) business/shopping center sign shall be permitted which may be a freestanding sign or a wall sign, provided that requirements of the Table of Basic Design Elements are met; except, business/shopping centers of five (5) or more acres with multiple frontages may have no more than two (2) business/shopping center identification signs provided that each sign is located on a separate street frontage. Each business/shopping center shall be allowed one (1) freestanding sign, excepting directories and menu boards, and except as provided in Section 18.1-5(4).
 - (b) Directories.
 - (i) One (1) directory shall be permitted which shall be a freestanding sign or a wall sign provided that the area does not exceed sixteen (16) square feet, and the maximum height is six (6) feet for a freestanding sign and is in accordance with the Table of Basic Design Elements for wall signs; except, business/shopping centers of five (5) or more acres with multiple frontages shall be permitted no more than two (2) directories, provided that each is located on a separate street frontage.
 - (ii) In the Residential Transition District, directory signs shall be permitted interior to any site at a ratio of two (2) square feet of sign area for each one thousand (1,000) square feet

of building area, not to exceed a total of twenty (20) square feet per site.

- a. Each individual directory sign shall be permitted a maximum of five (5) square feet.
 - b. Lettering on directory signs shall not exceed four (4) inches in height.
- (2) Menu Boards. In addition to other permitted signs, businesses may have one (1) menu board, provided that the following provisions are met:
 - (a) The area of the menu board does not exceed sixteen (16) square feet when located in a front yard or a side yard and twenty four (24) square feet when located in a rear yard.
 - (b) The maximum height is six (6) feet for a freestanding sign and is in accordance with the Table of Basic Design Elements for wall signs.
- (3) Non-commercial Signs. Non-commercial signs necessary to denote information pertaining to direction, safety and messages required by law such as building numbers, identification or traffic controls and including labels for full-service and self-service lanes at gas stations and bank drive-in service locations, and similar signs will be allowed in addition to other permitted signs provided that the following provisions are met:
 - (a) No information or identification other than that relating to the non-commercial function, excepting logos, shall be allowed.
 - (b) Non-commercial signs shall contain no more than two (2) square feet of sign area. Non-commercial signs over two (2) square feet will be included with allowable signs and shall be in accordance with the requirements of the Table of Basic Design Elements.
- (4) Automobile Dealer Franchises. Any automobile dealer with separate franchise agreements which require the display of corporate logos on separate freestanding signs, may have an additional freestanding sign for each franchise, provided that the signs are one hundred (100) linear feet apart, display only the corporate name and logo, and meet all other provisions of this Ordinance.
- (5) Festoons, flags, streamers, and all other fluttering, spinning, or similar type devices are prohibited except for national flags and flags of political subdivisions of the United States, of bona fide civic, charitable, fraternal, and welfare organizations, except as follows:

- (a) During federal legal public holidays, or during a special civic event, or for a time period not to exceed thirty (30) consecutive days once within any twelve (12) month period, festoons, flags, streamers, and other fluttering, spinning, or similar type devices pertaining to said periods or events may be displayed by temporary permit issued by the Zoning Department.
 - (b) Official flags of legal entities and flags displaying noncommercial copy may be displayed subject to the following requirements: Only one (1) flag per establishment; only the official logo may be displayed on the flag; the flag must meet the area and height requirements in the Table of Basic Design Elements for freestanding signs, except that no flag shall be more than twenty four (24) square feet in area.
- (6) Banners, provided that the following provisions are met:
- (a) Museum Banner. Any sign or banner located on the site or attached to the structure of a public museum, which provides information about current or upcoming shows, exhibits or events, shall not be displayed for a period longer than three (3) months.
 - (b) Private Event Banner. Any banner which provides information on current or upcoming private events shall not exceed fifty percent (50%) of the building's total allowable sign area (as determined by the Table of Basic Design Elements herein) nor be installed for a period of more than thirty (30) days in a one (1) year period, which may be:
 - (i) thirty (30) consecutive days; or
 - (ii) a total of thirty (30) days, the dates of which are to be specified on the sign permit.
 - (c) Public Event Banner. Any banner attached to a building owned or controlled by the City or any agency thereof, or installed on public property or in the public right-of-way, which provides information on current or upcoming public events shall not exceed fifty percent (50%) of the building's total allowable sign area (as determined by the Table of Basic Design Elements herein). Such banners shall not be installed for more than thirty (30) days per event.
 - (d) Non-event Banner. In the interest of providing an opportunity for the placement of non-event banners that have noncommercial copy and/or graphics, applications for such placement may be made to the City's Public Signage Committee, which is comprised

of representatives of the Planning, Public Works, Codes Compliance and Parks and Recreation Departments. The Committee shall adopt an administrative policy for such banners.

Sec. 18.1-7. Real Estate Signs.

Each establishment is allowed one real estate sign in addition to other permitted signs, provided that the following provisions are met:

- (1) The sign area shall not exceed six (6) square feet in area and shall not be over five (5) feet in height; except the sign area for real estate signs displayed on property which is being marketed for commercial intent, on a street frontage with a speed limit of thirty five (35) miles per hour or more, shall not exceed sixteen (16) square feet.
- (2) Signs must provide information related to the lease or sale of only the building or premises on which the sign is located.
- (3) Signs shall be removed within two (2) weeks of ratification of the contract for sale or forty eight (48) hours of ratification of the rental/lease agreement.
- (4) A permitted freestanding real estate sign is exempt from the requirement for permanent attachment to the ground.
- (5) A sign permit is not required to erect, alter, repair or relocated any permitted real estate sign.
- (6) One (1) additional real estate sign denoting that the property on which it is placed is open for inspection by the public is allowed between sunrise and sunset on Saturday, Sunday, and federal legal public holidays; three (3) additional signs providing direction to the property open for inspection may be placed off-site on private property in accordance with the provisions of this paragraph (Section 18.1-7(6)) and with written permission of the owner of the property on which it is placed. The size of such directional sign shall be limited to six (6) square feet in area.

Sec. 18.1-8. Political Signs.

Political signs shall be allowed in addition to other permitted signs, provided that the following provisions are met:

- (1) The sign area shall not exceed eight (8) square feet in residential districts and on residentially developed property, and thirty two (32) square feet on all other properties. The size limitations set forth in this paragraph do not apply to off-premise advertising signs (which contain a political message)

and are regulated under Sec. 18.1-11.

- (2) Such sign shall be displayed no sooner than sixty (60) days before and no longer than ten (10) days after the election for which it is intended.
- (3) Prior to the display of political signs, a notice of intent to display such signs shall be filed with the Zoning Administrator. The notice shall be filed by the candidate or a duly authorized representative of the candidate. If the political signs relate to an issue rather than a specific candidate, the notice shall be filed by an authorized representative of any group supporting an item on the ballot or if no such group exists, then by the person intending to display the sign.
- (4) Nothing in this regulation shall be construed to grant permission to display such a political sign without the expression of the property owner.
- (5) Nothing in this regulation shall be construed to control the number of political signs posted on the premises on a polling place on the day of a primary, general or special election.
- (6) Any freestanding sign with a sign area of not more than eight (8) square feet and five (5) feet in height in residential districts and on residentially developed property, or thirty two (32) square feet in area on all other properties shall be exempt from the requirement for permanent attachment to the ground, and is exempt from the requirement for a permit.
- (7) Any person displaying a political sign shall maintain it in a good state of repair, and failure to maintain such a sign shall be a violation of this Ordinance.
- (8) No political signs shall be placed in the public rights-of-way or on other City property, except as allowed under Sec. 18.1-8(5). Any signs placed in the public rights-of-way or on other City property shall be removed immediately by the applicant. Signs not removed by the applicant shall be removed and disposed of by the City without the requirement of notice.

Sec. 18.1-9. Construction Signs.

Construction signs shall be allowed in addition to other permitted signs, provided that the following provisions are met:

- (1) Such construction signs shall be limited to one (1) freestanding sign per parcel at any one time, and shall not exceed thirty two (32) square feet in area and eight (8) feet in height.
- (2) The sign shall be removed within fourteen (14) days of completion of the

construction, and shall not under any circumstances be displayed for a period in excess of eighteen (18) months; except that, if construction is not complete within eighteen (18) months, an extension may be granted by the Zoning Administrator of the City of Hampton, subject to review of the condition and the placement of the sign relative to uncompleted construction.

- (3) A freestanding construction sign with a sign area of not more than six (6) square feet and five (5) feet in height is exempt from the requirement for permanent attachment to the ground and is exempt from the requirement for a permit.

Sec. 18.1-10. Interstate/Arterial Zone.

Any permitted freestanding sign located within a one thousand (1,000) foot radius of the imaginary intersection of the centerline of an interstate highway_right-of-way and the centerline of an arterial street (as listed in the Comprehensive Plan)_with direct access to that interstate, may be forty five (45) feet in height, and shall be allowed in addition to other permitted freestanding sign(s), when the following conditions are met:

- (1) Design approval by the Director of Planning of the sign face, the sign standard, and the site treatment around the sign, with emphasis on style (but not copy), lighting, and landscaping.
- (2) Removal of all freestanding nonconforming signs.
- (3) The property upon which the sign is to be located has direct access to the subject arterial street.

A map identifying all interstate/arterial zones shall be available for public inspection in the offices of the Zoning Administrator and Director of Planning. The interstate/arterial zone shall be measured as shown below:

Sec. 18.1-11. Off-Premise Advertising Signs.

Off-premise advertising signs shall be permitted provided that the following provisions are met:

- (1) Off-premise advertising signs shall be considered a permitted use upon those properties which contain such use as of September 1, 1988. Each site shall be identified as an "off-premise advertising site" on the official zoning maps of the City of Hampton and shall be available for public inspection in the offices of the Zoning Administrator and the Director of Planning. If any permitted off-premise advertising sign is relocated from an "off-premise advertising site" and if the zoning of the property is not M-2 or M-3, off-premise advertising shall not be considered a permitted use upon such property and the designation of the site as an "off-premise advertising site" shall be removed from the official zoning maps.
- (2) Relocation of permitted off-premise advertising signs shall be permitted:
 - (a) Within the boundaries of the site upon which the structure was located on September 1, 1988, if zoned M-2 or M-3;
 - (b) On a contiguous lot, provided that such contiguous lot was created by subdivision from the lot on which the off-premise advertising sign was located on September 1, 1988, and retains common ownership, and is zoned M-2 or M-3;
 - (c) Onto another site located on the same street to which the sign is principally displayed, subject to Use Permit application and issuance, and provided all of the following conditions are met:
 - (i) The site shall be located in an M-2 or M-3 district;
 - (ii) The off-premise advertising sign shall not be located within a one thousand (1,000) foot radius from any other off-premise advertising sign, or within twenty (20) feet of any highway right-of-way; and
 - (iii) No off-premise advertising sign shall be located within a one thousand (1,000) foot radius drawn from the center point of any interchange of Interstate 64 or 664.
- (3) Off-premise advertising sign height for signs primarily read from interstate highways shall not exceed thirty five (35) feet in height above the elevation of the highway to which the sign is principally displayed, as measured at the point of pavement of such highway nearest to the sign; and shall not exceed twenty six (26) feet in height in all other areas.

- (4) Off-premise sign area shall not exceed six hundred (600) square feet per sign face when oriented primarily toward I-64 and three hundred (300) square feet per sign face in all other areas.
- (5) All replacements of existing units shall be of a single pole construction subject to all applicable BOCA code requirements.
- (6) No additional faces shall be permitted above that which exist on September 1, 1988.
- (7) A landscaping plan shall be approved as part of the Use Permit for any permitted structure which is replaced. The landscaping delineated in the plan shall be of a type, size, number and design to frame the structure with trees and to screen or soften the base of the structure, such that the structure is harmonious with its surroundings. Nothing in the landscaping requirements shall be construed to prohibit pruning or trimming necessary only to maintain visibility of the sign face from the roadway.
- (8) Existing units may be replaced with units of single pole construction provided that the site is zoned M-2 or M-3, the current size does not increase, and the height meets of provisions of this Ordinance.

Sec. 18.1-12. Exemptions.

The following signs are exempt from the requirements of this Ordinance:

- (1) Official historic markers.
- (2) Flags, emblems, or insignia of the United States, the Commonwealth of Virginia, and the City of Hampton.
- (3) Window signs, provided, however, that the total area of the signs shall not exceed thirty three percent (33%) of the area of the window in which they are displayed.
- (4) Seasonal displays and decorations not advertising a product, service, or entertainment.
- (5) Letters less than nineteen (19) inches in height and one (1) inch in thickness carved into or constructed of the same material as the building frontage in such a way that they are an architectural detail of the building, provided that they are not illuminated apart from the building, are not made of a reflecting material, and are the same color as the building. For any letters greater than nineteen (19) inches in height, only fifty percent (50%) of the area shall be counted towards the maximum area for wall

signs.

- (6) Signs which have special historical value or significance to the community, with approval of the Planning Commission and subject to the following guidelines:
 - (a) The sign relates to a significant time period, person, place, or event in the history of the City; and/or
 - (b) The sign's characteristics reflect a unique tradition of the community in which it is located, of a commodity or of a type of business; and/or
 - (c) The sign construction or features represent a special technology which no longer occurs.
- (7) Information displayed on the top of pumps provided that the sign area does not exceed two (2) square feet.
- (8) Price information related to fuel products at gasoline supply stations and displayed on a permitted freestanding sign or on sign(s) attached to a canopy structure, up to a sign area of twenty four (24) square feet.
- (9) Any sign which is not visible to motorists or pedestrians from the exterior of the building.
- (10) Murals.
- (11) Off-premise yard sale signs, provided they are limited to the signs distributed with the yard sale permit and are removed upon conclusion of the sale.

Sec. 18.1-13. Nonconforming Signs.

A nonconforming sign shall conform to all requirements of this Ordinance when it is erected, enlarged, extended, reconstructed, or structurally altered; except when only a part of a sign structure is altered, only that part shall conform to the applicable requirements of this Ordinance.

Any damaged or destroyed nonconforming sign requiring repairs valued at fifty percent (50%) or more of the current appraised value of the sign face shall be removed or brought into conformity with this Ordinance.

If the sign structure is not used to display signage for two (2) consecutive years, it shall lose its nonconforming status and must be brought into conformance with the provisions of this Chapter.

Sec. 18.1-14 .Severability.

This Chapter, and the various parts, sections and clauses hereof, are hereby declared to be severable. If any part, section or clause is adjudged invalid, the remainder shall remain in full force and effect.

This Ordinance shall be effective on and after September 1, 1988.

TABLE OF BASIC DESIGN ELEMENTS

	Wall/Window Signs	Ground-Mounted, Freestanding Signs	Other Freestanding/ Pylon Signs	Total Sign Area Per Street Frontage
<p>Zoning of Property: C-2, C-3, M-1, M-2, M-3, M-4, M-5B or M-5D</p> <p>Contiguous Zoning: C-1, C-2, C-3, M-1, M-2, M-3, M-4, M-5B or M-5D</p>	<p>One (1) square foot per linear foot of building frontage; one & one-half (1.5) square foot per linear foot of building frontage located at least 400' from a public right-of-way</p>	<p>Maximum area - 90 square feet</p> <p>Maximum height - 12 feet</p>	<p>Maximum area - 90 square feet</p> <p>Maximum height - 22 feet</p>	
<p>Zoning of Property: C-2, C-3, M-1, M-2, M-3, M-4, M-5B or M-5D</p> <p>Contiguous Zoning: Residential, Public Land, SPI-OH or M-5C</p>	<p>One (1) square foot per linear foot of building frontage; one & one-half (1.5) square foot per linear foot of building frontage located at least 400' from a public right-of-way</p>	<p>Maximum area - 65 square feet</p> <p>Maximum height - 10 feet</p>	<p>Maximum area - 65 square feet</p> <p>Maximum height - 16 feet</p>	
<p>Zoning of Property: C-1, Residential, Public Land or M5-C</p>	<p>One (1) square foot per linear foot of building frontage; one & one-half (1.5) square foot per linear foot of building frontage located at least 400' from a public right-of-way</p>	<p>Maximum area - 48 square feet</p> <p>Maximum height - 8 feet</p>	<p>Maximum area - 48 square feet</p> <p>Maximum height - 14 feet</p>	
<p>Zoning of Property: R-T</p>	<p>One (1) square foot per three (3) linear feet of building frontage</p>	<p>Maximum area - 24 square feet</p> <p>Maximum height - 6 feet</p>		<p>Square foot maximum - 24</p>

Article II. M-5A and SPI-HRC

Sec. 18.1-16. Intent.

This Article provides the regulations governing signs in the Langley Flight Approach - Hampton Roads Center (M-5A) and Special Public Interest - Hampton Roads Center (SPI-HRC) Districts. All signs placed for exterior observance shall be regulated so as to protect the property values and protect against inappropriate or hazardous encroachment within the Hampton Roads Center business park.

Sec. 18.1-17. Prohibited signs.

- (1) No exterior identification signs shall contain information other than that pertaining to a use conducted on the property.
- (2) No sign shall be painted on a building.
- (3) No roof top displays, with or without text, shall be permitted.
- (4) No portable signs shall be permitted.
- (5) No billboards shall be permitted.

Sec. 18.1-18. Permitted signs.

The following signs shall be permitted, as explained and illustrated:

- (1) Each site with a multi-story building or with a one story building with a single, main entrance shall be permitted:
 - (a) One (1) main identification sign with dimensions of four (4) feet by six (6) feet, six (6) inches (4' x 6'6"). The sign may include the building name and street address or the name and logo of the major tenant and street address. The sign shall be located at least twenty one (21) feet from the proposed right-of-way and oriented perpendicular to the traffic flow.
 - (b) Major directional signs, with dimensions of four (4) feet, six (6) inches by three (3) feet, six (6) inches (4'6" x 3'6"). The sign may include tenant names or logos and addresses with directional arrows. The signs shall be located at intersections of drives within the site.
 - (c) Minor directional signs, with dimensions of two (2) feet by three (3) feet, three (3) inches (2' x 3'3"). Information shall be limited to generic directions, such as deliveries, exit, etc., with directional

arrows. The signs shall be located as necessary within the site.

- (d) Tenant identification signs, with dimensions of four (4) feet by seven (7) feet, six (6) inches (4' x 7'6"). The sign may include the tenant(s) name(s) or logo(s) and shall be located six (6) feet from the front edge of landscaped islands along vehicular drives and oriented perpendicular to traffic flow. The signs shall be limited to one (1) for every one hundred fifty (150) feet of building frontage.
 - (e) Tenant door identification signs with dimensions of one (1) foot, three (3) inches (1'3") square. The sign may include the tenant name or logo, and shall be located adjacent to the entry door, four (4) inches from the door jam, with the top of the sign five (5) feet, eight (8) inches (5'8") from the finished floor.
- (2) Each site with a one story, multiple entrance building shall be permitted the following:
- (a) One (1) main identification sign with dimensions of four (4) feet by six (6) feet, six (6) inches (4' x 6'6"). The sign may include the building name and street address or the name and logo of the major tenant and street address. The sign shall be located at least twenty one (21) feet from the proposed right-of-way and oriented perpendicular to the traffic flow.
 - (b) Multi-tenant directional signs, with dimensions of five (5) feet, six (6) inches by three (3) feet, six (6) inches (5'6" x 3'6"). The sign may include tenant names or logos and addresses with directional arrows. The signs shall be located along drives within the site.
 - (c) Minor directional signs, with dimensions of two (2) feet by three (3) feet, three (3) inches (2' x 3'3"). Information shall be limited to generic directions, such as deliveries, exit, etc., with directional arrows. The signs shall be located as necessary within the site.
 - (d) One (1) multi-tenant identification sign, with dimensions of five (5) feet, six (6) inches by three (3) feet, six (6) inches (5'6" x 3'6"). The sign may include tenant names or logos, and shall be located at the main site entrance, at least twenty one (21) feet from the proposed right-of-way and oriented perpendicular to the traffic flow.
 - (e) One (1) free-standing tenant identification sign for each tenant, with dimensions of three (3) feet by five (5) feet (3' x 5'). The sign shall be located in front of the tenant's major entrance, perpendicular to the drive aisle.

- (f) Tenant door identification shall be limited to copy on the door, to include the tenant name, logo, and suite number.
- (3) In addition to the signs permitted elsewhere in this section, each site occupied by a single user building shall be permitted additional sign area:
- (a) The sign area shall be limited to the corporate name and/or logo of the single user occupying the building.
 - (b) Sites with frontage on Magruder Boulevard, Hampton Roads Center Parkway, and/or Interstate 64 may have one (1) ground-mounted sign on each of these frontages. Sites without frontage on any of the above-named major roads may have one (1) wall sign for each road frontage they have. Each sign may have a total sign area of one hundred fifty (150) square feet.
 - (c) Ground-mounted signs shall be located at least twenty one (21) feet from any existing or proposed public right-of-way. This sign shall not be oriented to the same right-of-way as the main identification sign permitted by subsection (6)(a) above.
 - (d) The dimensions of a ground-mounted sign shall be twenty-five (25) feet long by six (6) feet high.
 - (e) Wall signs shall consist only of free-standing letters, figures, characters, and/or delineations, back-lit with white light.
 - (f) Sign design and location must be approved by the Design Review Committee of the Industrial Development Authority prior to the issuance of a sign permit.
 - (g) This privilege terminates whenever a single user building becomes a multiple user building.

- (4) One (1) temporary construction sign shall be permitted per site, not to exceed a height of eight (8) feet above natural grade and not to contain more than thirty six (36) square feet of sign area. All temporary construction signs shall be removed within fourteen (14) days of the issuance of a Certificate of Occupancy or within three (3) days of the erection of a permanent detached sign upon the site, whichever occurs first. Information permitted upon temporary construction signs shall be limited to the name of the project, the general contractor, the architect, the engineer, and other firms involved in the construction project.
- (5) One (1) real estate sign for the initial lease-up period, which shall not exceed a height of ten (10) feet above natural grade and shall contain no more than thirty two (32) square feet of sign area. The initial lease-up period shall be construed as that time from the beginning of construction through the execution of lease(s) for ninety-five percent (95%) of the building's leasable space, or one (1) calendar year, whichever is shorter. If the building has not reached ninety-five percent (95%) occupancy within one (1) year, the permit may be renewed by the Zoning Administrator for an additional year. Such permit may be administratively renewed twice, but the maximum permitted time period for such real estate sign shall never exceed three (3) consecutive calendar years from the date of the Certificate of Occupancy. Any subsequent real estate sign shall not exceed a height of five (5) feet above natural grade and shall contain no more than sixteen (16) square feet of sign area. Information permitted on such signs shall be limited to the nature of the offering, the name and/or logo of the real estate company, the listing agent, and the phone number. All such signs shall be removed within five (5) days of the date of recordation of the deed for the property or execution of the lease for the last leasable space on the property.

Article III. SPI-OH

Sec. 18.1-19. Purpose.

The purpose of these regulations is to regulate all signs placed for exterior observance so as to protect property values, protect against inappropriate or hazardous visual encroachment, and complement the historic character of Old Hampton, thereby furthering the intent of this Article.

Sec. 18.1-20. General Provisions.

- (1) Except as provided in Section 18.1-22, all signs shall conform to the provisions and guidelines of this Article. No zoning certificate shall be issued to authorize the erection or alteration of a sign without prior approval by the Zoning Administrator, after review by the Director of Planning, of the plans for such erection or alteration. Plans shall be evaluated according to the standards contained in this Article, and approval of such plans shall not be withheld unless they do not conform with the characteristics set forth therein. When approval is withheld, the Zoning Administrator shall set forth in writing for the applicant his reasons for such decision. Any applicant who is aggrieved by the Zoning Administrator's disapproval of his sign may appeal that decision to the Board of Zoning Appeals.
- (2) Private businesses may secure space on public directory or information signs for a fee which shall cover the cost to the City of fabrication, installation and maintenance. Only the City of Hampton, or its assigns, shall design, fabricate, erect and administer public directory or information signs.
- (3) Each building shall be permitted wall signage on each facade with public street frontage and on one (1) additional facade, within the total maximum sign area allowed.
- (4) Any multi-tenant building with a shared common entrance shall be permitted a wall directory sign not to exceed twelve (12) square feet placed immediately adjacent to each common entrance. Only the name and address of the building and the names and locations of individual businesses may be included on this sign. Such a sign shall be in addition to other allowable signage.
- (5) A Table of Basic Design Elements/SPI-OH: Old Hampton District for signs is incorporated in this Article in Section 18.1-31 and is in full force and effect as of April 29, 1992. Any sign which is erected, displayed, or substantially altered or reconstructed shall be in accordance with the related provisions of the Table of Basic Design Elements/SPI-OH: Old Hampton District, except as otherwise specified in this Article.

Sec. 18.1-21. Prohibited Signs.

The following signs shall be prohibited within the SPI-OH: Old Hampton District:

- (1) Abandoned signs.
- (2) All signs, except banners and approved yard sale signs, which are attached in any manner to a utility pole, tree, or similar object located on public or private property.
- (3) Signs displayed on any vehicle unless such vehicle is licensed in accordance with state and local requirements and has a current state inspection.
- (4) Signs and parts thereof which move by spinning, rotating, or similar motion, and all forms of flashing or intermittent light, or any similar type devices, located on public or private property.
- (5) Roof top displays, with or without text. No sign in the Old Hampton District, regardless of type or location, shall extend vertically above the eaves or parapet (or whichever is lower if both exist) of the building to which the sign is attached or associated.
- (6) Any window sign except those either specifically exempted in Section 18.1-22 or those painted on a window surface.

Sec. 18.1-22. Exemptions.

The following types of signs are exempt from the requirements of this Section, and shall not be considered when calculating any maximum number or type of sign allowed on any property:

- (1) Traffic signs and signals or similar regulatory devices of the City of Hampton and the Commonwealth of Virginia.
- (2) Official historic markers.
- (3) Flags, emblems, or insignia of the United States, the Commonwealth of Virginia, and the City of Hampton.
- (4) Small signs (less than one (1) square foot) which display street address only. The street address must be placed on the sign or on the building.
- (5) Small signs (less than two (2) square feet) displayed for the direction or convenience of the public, including signs which identify restrooms,

location of public telephones, freight entrances, and the like.

- (6) Small decals (less than one (1) square foot) applied to the interior of display windows or doors, which provide notice of credit affiliations, service, club, or civic sponsorships, etc.
- (7) Seasonal displays and decorations not advertising a product, service, or entertainment.
- (8) Any sign erected by a public agency for the purpose of giving directions or information for the assistance of the general public, provided that such signs shall be subject to the same considerations of style which apply to all other signs in this District.
- (9) Murals. A painted scene or other type of graphic which does not contain any copy and does not have as its primary intent the provision of information concerning the establishment or any product, good or service offered by the establishment.
- (10) Temporary signs of the following type:
 - (a) Official notices or advertisements displayed by the direction of any public or court officer in the official discharge of his duties.
 - (b) Political campaign signs, subject to the conditions of Section 18.1-8 of this Ordinance and Article II of Chapter 2A of the Code of the City of Hampton.
 - (c) Signs announcing a campaign, drive, or event of a civic, philanthropic, educational, or religious organization, subject to the conditions of Article II of Chapter 2A of the Code of the City of Hampton, or if on private property, provided that the sponsoring organization shall insure the removal of such sign(s) after a period not to exceed one (1) month.
 - (d) Signs or notices posted in display areas designated by a public agency for such purpose.
 - (e) Signs advertising the sale, rental, or lease of the premises or part of the premises on which the signs are displayed, subject to the conditions of Section 18.1-7 of this Ordinance.
 - (f) Construction signs which identify the architects, engineers, contractors, and other individuals or firms involved with the construction, but not including any advertisement, and signs announcing the character of the building or site is intended,

provided that such signs shall be limited to three (3) at any one time, shall not exceed twelve (12) square feet per sign in area, shall be removed within fourteen (14) days of the construction, and shall not under any circumstances be displayed for a period in excess of eighteen (18) months.

- (g) (aa) Signs announcing events such as "Grand Opening," "Sale," "Under New Management," "Going Out of Business," etc., provided that such signs shall not exceed twelve (12) square feet per sign in area, shall be displayed for a period not longer than ten (10) days, or ninety (90) days in the case of "Going Out of Business" signs, and shall not be displayed more than once in any year by the same proprietor at the same location;
- (bb) Other temporary display window signs within retail premises, unless exposed principally to Queens Way or Kings Way.

Sec. 18.1-23. Type and Location on Premises.

Signs in the Old Hampton District shall pertain only to the business(es) conducted on or nearby the premises, except as specifically permitted otherwise in this Chapter, and shall only be of the following types:

- (1) Projecting signs. Signs may be attached securely to a building so as to project vertically over the entrance(s) to the building at pedestrian level.
- (2) Wall signs. Signs may be attached flat against a storefront or building, or painted on glass surfaces.
- (3) Ground-mounted monument signs.
- (4) Pole signs. A sign may be permanently erected on a single pole or column on the premises, independent of any other structure, provided that such a sign shall be at pedestrian level and shall not extend into or over any adjoining property or public right-of-way, without permission of that property owner.
- (5) Banner. A sign intended to be hung on a frame, possessing characters, letters, illustrations, or ornamentations applied to plastic or fabric, excluding official flags and emblems of political, professional, religious, educational or corporate organizations.
 - (a) Museum Banner. A sign or banner located on the site or attached to the structure of a public museum which provides information about current or upcoming shows, exhibits or events. Such signs

shall not be displayed for a period longer than three (3) months.

- (b) Private Event Banner. A banner which provides information on current or upcoming private events and does not exceed fifty percent (50%) of the building's total allowable sign area, and is installed for a period not to exceed thirty (30) days in one (1) calendar year, which may be:
 - (i) thirty (30) consecutive days; or
 - (ii) a total of thirty (30) days, the dates of which are to be specified on the sign permit.
 - (c) Public Event Banner. A banner, attached to a facility owned or controlled by the City or any agency thereof, or installed on public property or in the public right-of-way, which provides information on current or upcoming public events. Such banners shall not exceed fifty percent (50%) of the facility's allowable sign area and shall not be installed for more than thirty (30) days per event.
 - (d) Non-event Banner. In the interest of providing an opportunity for the placement of non-event banners that have noncommercial copy and/or graphics, applications for such placement may be made to the City's Public Signage Committee, which is comprised of representatives of the Planning, Public Works, Codes Compliance and Parks and Recreation Departments. The Committee shall adopt an administrative policy for such banners.
- (6) Public Directory or Information Signs. Freestanding signs provided by the City, or their assigns, located on public rights-of-way, intended to provide direction or information to major public facilities, events and private establishments, and which may include neighborhood identification and information signs identifying single family subdivisions, or townhouse, condominium, or apartment developments, located at the entrance to such developments.
- (7) Awning/canopy signs. A wall sign which is applied or attached to an awning/canopy fabric or structure affixed to a building, provided that such sign shall not extend beyond the awning/canopy.
- (8) Sandwich boards. A detached freestanding sign, the maximum size of which shall not exceed two feet x three feet (2' x 3'), for use only by retail businesses only during business hours and which shall be removed at the end of each business day, containing advertisement related to nearby premises, the copy of which can be changed frequently. Sandwich boards shall be placed on the public sidewalk only when no other option is

available.

Sec. 18.1-24. Permitted Signage.

- (1) For purposes of identifying permitted signs within the Old Hampton District, the following locations and categories shall apply, as shown on the following map:
 - (a) Central Area.
 - (b) High-rise buildings.
 - (c) All other areas not in (a) or (b) above.

- (2) Signs in the Old Hampton District shall be permitted as follows:
 - (a) Within the Central Area:
 - (i) Wall signs as permitted in the Table of Basic Design Elements, Section 18.1-31.
 - (ii) Freestanding signs as permitted in the Table of Basic Design Elements, Section 18.1-31.
 - (iii) Sandwich boards:
 - (aa) Single tenant buildings shall be permitted one (1) sandwich board.
 - (bb) Multi-tenant buildings shall be permitted one (1) sandwich board for each forty (40) feet of frontage.
 - (iv) Banners as permitted in the Table of Basic Design Elements, Section 18.1-31.
 - (v) Incentives. If ground floor retail space is occupied, each such user may receive an additional four (4) square feet or ten percent (10%), whichever is greater, of signage area per allowable type of sign, except for sandwich boards and banners.
 - (b) High-rise buildings.
 - (i) Wall signs as permitted in the Table of Basic Design Elements, Section 18.1-31.
 - (ii) Freestanding signs as permitted in the Table of Basic Design Elements, Section 18.1-31.
 - (iii) Banners as permitted in the Table of Basic Design Elements, Section 18.1-31.
 - (iv) Public Directory or Information signs as permitted in the Table of Basic Design Elements, Section 18.1-31.
 - (c) All other areas that are neither (a) or (b) above.
 - (i) Wall signs as permitted in the Table of Basic Design Elements, Section 18.1-31.

- (ii) Freestanding signs as permitted in the Table of Basic Design Elements, Section 18.1-31.
- (iii) Banners as permitted in the Table of Basic Design Elements, Section 18.1-31.

Sec. 18.1-25. Number.

- (1) No more than one (1) ground-mounted monument sign or pole sign shall be erected on any site, parcel, or development.
- (2) Where a building has more than one (1) entrance from a right-of-way, one (1) projecting sign may be attached over each entrance.

Sec. 18.1-26. Lighting.

- (1) All signs, if lighted, shall be indirectly illuminated by white-colored light, directed and/or shielded so that none of the lighted areas of the light source is visible from adjoining properties or rights-of-way, or may be internally illuminated in the case of a reverse-faced sign, in which the sign face is opaque and only the logo and/or letters are illuminated. Neon or similar gaseous discharge light shall be permitted.
- (2) All forms of flashing or otherwise intermittent light are prohibited throughout the District, except for clocks and signs giving digital display of time and/or temperature.

Sec. 18.1-27. Materials.

All exterior signs and sign supports shall be constructed of wood, non-corrosive metal, brick, fabric, neon, or similar gaseous discharge light, and shall be treated so as to be resistant to weathering, except that internally illuminated signs may contain plastic panels over the illuminated face. In all cases, lettering may be plastic.

Sec. 18.1-28. Content.

- (1) In the Central Area, signs, with the exception of sandwich boards, may contain only the following types of information, in the briefest practical form:
 - (a) the logo and/or name of the business or principal use of the property;
 - (b) the street address of the property; and
 - (c) historical reference, e.g., "established 1900."

- (2) There shall be no restriction on content of signs in all other areas or on high-rise buildings.

Sec. 18.1-29. Style.

It is the intent of these regulations to promote the use of signs which will act as a visual complement to the historic character of the Old Hampton District. In forming a judgment as to the appropriateness of any proposed sign, the Director of Planning will consider as criteria whether the proposed sign is expressive of individual proprietor's or the community's identity; appropriate to the type of activity to which they pertain; compatible with the visual character of the surrounding area; and legible in the circumstances in which they are seen. Other criteria to be considered in determining the appropriateness of any proposed sign are whether it fits the architecture of the building and does not obstruct the architectural elements and details that define the design of the building; placed so as to be sensitive to the signs of adjacent businesses; and employs colors which relate to and complement the materials and color scheme of the building, including accent highlights and trim colors. Therefore, signs to be created under the provisions of this Article should maintain, in style and material, visual and functional harmony with others permitted under this Article.

Sec. 18.1-30. Incentives.

- (1) The provisions of Section 18.1-29 shall be considered the minimum standards by which signs are reviewed. It is the intent of this Article to encourage outstanding and excellent sign design which reinforces the distinctive character of the SPI-OH: Old Hampton District. Contemporary design shall not be discouraged when such design is compatible with the elements contained within and relates to similar features of buildings and structures located within the District.
- (2) A review board shall be established, composed of the Planning Director, Zoning Administrator, and three (3) representatives from the Old Hampton District. These three (3) representatives will act in an advisory capacity to the Planning Director and Zoning Administrator in the review of requests for incentive sign area.
- (3) Upon application to and approval by the review board, a proposed sign may be granted additional sign area if it is adjudged to meet design creativity criteria which exceed the minimum standards. The following incentives may be awarded:
 - (a) High-rise buildings: an additional one hundred (100) square feet of sign area per frontage; and
 - (b) Other areas, excluding the Central Area: additional sign area of up to sixty-five (65) square feet per frontage.

- (4) In determining the eligibility of a proposed sign for such incentives, the review board shall consider the proposed sign's general design and arrangement and any distinctive stylistic features or examples of skilled craftsmanship. The review board shall evaluate a series of elements which relate to the sign and which may include height, proportion, relation to District entrances, materials, texture, color, lighting, details, scale, and styles of expression, and the extent to which the sign would be harmonious with or incongruous to the SPI-OH: Old Hampton District. These criteria shall be interpreted by the review board and subjective generalizations shall be allowed to enter into these decisions.

Sec. 18.1-31. Table of Basic Design Elements

Except as provided in Sec. 18.1-25, signs in the Old Hampton District shall be limited to no more than the maximum area(s) provided in the following table:

	Wall	Freestanding	Total Per Street Frontage	Banner
Central Area				50% of total allowable area
Queens Way & Kings Way facades		Sandwich Board Public Directory & Information		Public & Private
- single tenant	24 sq.ft.		24 sq.ft. plus **	
- multi-tenant	12 sq.ft. per sign; 36 sq.ft. total		36 sq.ft. plus **	
Other public street facades		Public Directory & Information		Public & Private
- single tenant	40 sq.ft.		40 sq.ft. plus *	
- multi-tenant	24 sq.ft per sign; 72 sq.ft. total		72 sq.ft. plus *	
* - Public Directory & Information Sign				
** - Public Directory & Information Sign, & Sandwich Board				

	Wall	Freestanding	Total Per Street Frontage	Banner
High Rise Area	1 sq.ft. per linear foot of frontage; & 5 sq.ft. per projecting sign	Ground mounted monument, 65 sq.ft., 8 ft. high Public Directory & Information	200 sq.ft; 300 sq.ft. with incentive	50% of total allowable area Public & Private
Other Areas	1 sq.ft. per linear foot of frontage or 40 sq.ft., whichever is greater; & 5 sq. ft. per projecting sign, 20 sq.ft. total	Ground mounted monument, 65 sq.ft., 8 ft. high Public Directory & Information	135 sq.ft.; 200 sq.ft. with incentive	50% of total allowable area Public & Private

Article IV. SPI-HRC2

Sec. 18.1-32. Intent

All signs placed for exterior observance shall be regulated so as to protect the property values and protect against inappropriate or hazardous encroachment within the Hampton Roads Center II District, thereby furthering the intent of this article.

Sec. 18.1-33. Prohibited Signs

- (1) No exterior identification sign shall contain information other than that pertaining to a use conducted on the property.
- (2) No sign shall be painted on a building.
- (3) No roof top displays, with or without text, shall be permitted.
- (4) No billboards shall be permitted.
- (5) No portable signs shall be permitted.
- (6) No internally illuminated signs shall be permitted.

Sec. 18.1-34. Permitted Signs

- (1) Each site shall be permitted the following sign area, as described and illustrated:
 - (a) Sites with a single user building:
 - (i) One (1) main identification sign, with dimensions of four feet, four inches by six feet, six inches (4'4" x 6'6"). The sign may include either the building name and address or the business name/logo and address. The sign shall be located at least twenty one feet (21') from any existing or proposed right-of-way and oriented perpendicular to the traffic flow.
 - (ii) Minor directional signs, with dimensions of three feet, seven inches by two feet (3'7" x 2'). Information shall be limited to generic directions, such as deliveries, exit, etc., with directional arrows. These signs may be located as necessary within the site.
 - (iii) Sites with frontage on Magruder Boulevard are permitted one (1) ground mounted sign oriented toward that frontage, with dimensions of six feet by twenty five feet (6' x 25'). Sign design

and location must be approved by the IDA DRC prior to the issuance of the sign permit.

(b) Sites with multi-user buildings:

- (i) One main identification sign, with dimensions of four feet, four inches by six feet, six inches (4'4" x 6'6"). The sign may include either the building name and address or the name/logo of the major tenant and address. The sign shall be located at least twenty one feet (21') from any existing or proposed right-of-way and oriented perpendicular to the traffic flow.
- (ii) One (1) multi-tenant identification sign, with dimensions of three feet, ten inches by five feet, six inches (3'10" x 5'6"). The sign may include tenant names/logos, and shall be located at the main site entrance, at least twenty one feet (21') from any existing or proposed right-of-way, oriented perpendicular to traffic flow.
- (iii) One (1) free-standing tenant identification sign for each tenant, with dimensions of five feet by three feet (5' x 3'). The sign may include the tenant name/logo, and shall be located in front of the tenant's major entrance, perpendicular to the drive aisle.
- (iv) Tenant door identification shall have dimensions of one and one-quarter feet square (1-1/4' x 1-1/4'), and copy shall be limited to tenant name/logo and suite number. Door identification signs shall be located on the entry door.
- (v) Multi-tenant directional signs, with dimensions of three feet, ten inches by five feet, six inches (3'10" x 5'6"). The sign may include tenant names/logos and addresses, with directional arrows. These signs shall be located along drives within the site.
- (vi) Minor directional signs, with dimensions of three feet, seven inches by two feet (3'7" x 2'). Information shall be limited to generic directions, such as deliveries, exit, etc., with directional arrows. These signs may be located as necessary within the site.

- (3) One (1) temporary construction sign shall be permitted per site, not to exceed a height of eight feet (8') above natural grade and not to contain more than thirty six (36) square feet of sign area. All temporary construction signs shall be removed within fourteen (14) days of the issuance of a Certificate of Occupancy or within three (3) days of the erection of a permanent sign on the site, whichever occurs first. Information permitted upon temporary construction signs shall be limited to the name of the project, the general contractor, the architect, the engineer, and other firms involved in the construction project.
- (4) One (1) real estate sign for the initial lease-up period, which shall not exceed a height of ten feet (10') above natural grade and shall contain no more than thirty two (32) square feet of sign area. The initial lease-up period shall be construed as that time from the beginning of construction through the execution of lease(s) for ninety five percent (95%) of the building's leasable space, or one (1) calendar year, whichever is shorter. If the building has not reached ninety five percent (95%) occupancy within one (1) year, the permit may be renewed by the Zoning Administrator for an additional year. Such permit may be administratively renewed twice, but the maximum permitted time period for such real estate sign shall never exceed three (3) consecutive years from the date of the Certificate of Occupancy. calendar years. Any subsequent real estate sign shall not exceed a height of five feet (5') above natural grade and shall contain no more than sixteen (16) square feet of sign area. Information permitted on any real estate sign shall be limited to the nature of the offering, the name/logo of the real estate company, the listing agent, and phone number. All real estate signs shall be removed within five (5) days of the date of recordation of the deed for the property or execution of the lease for the last leasable space on the property.

Article V. SPI-MVC

Sec. 18.1-35. Intent

All signs placed for exterior observance shall be regulated so as to protect the visual environment against inappropriate encroachment within the District, thereby furthering the intent of Section 17.3, Article VII. All signs located within the Magruder Visual Corridor shall meet the requirements of this Article in addition to the provisions of Chapter 18.1 hereof.

Sec. 18.1-36. Prohibited Signs.

The following signs shall not be permitted:

- (1) signs painted on a building;
- (2) roof top displays, with or without text;
- (3) portable signs;
- (4) reader boards;
- (5) animated signs;
- (6) off-premise advertising signs.

Sec. 18.1-37. Limitations on Permitted Signs

Free-standing signs shall not exceed a height of five (5) feet above natural grade within one hundred (100) feet of any major road right-of-way, and within one hundred (100) feet of any intersecting street right-of-way for a distance of three hundred (300) feet to either side of the Magruder Boulevard right-of-way, and may increase one (1) foot in height for each additional twenty (20) feet of setback, provided that other related provisions of the Ordinance are met.

ARTICLE VI. SPI-HRCW

Sec. 18.1-38. Intent

All signs placed for exterior observance shall be regulated so as to protect the property values and protect against inappropriate or hazardous encroachment within the Hampton Roads Center West District, thereby furthering the intent of this article. Deviation from the standards of this article shall be permitted only upon the express permission of the Industrial Development Authority Development Review Committee (IDA DRC), and shall be approved only when the change does not compromise the integrity of the overall development.

Sec. 18.1-39. Prohibited Signs.

- (1) No exterior identification sign shall contain information other than that pertaining to a use conducted on the property.
- (2) No sign shall be painted on a building.
- (3) No roof top displays, with or without text, shall be permitted.
- (4) No billboards shall be permitted.
- (5) No portable signs shall be permitted.

Sec. 18.1-40. Permitted Signs.

- (1) Each site shall be permitted the following free standing sign area, as described and illustrated:
 - (a) Free standing signs shall meet the following specifications:
 - (i) All signs shall be double faced.
 - (ii) All signs shall be of welded aluminum box construction with polished stainless steel accent band, with an opening for the allowable copy area.
 - (iii) Face and base color shall be the equivalent of Pantone 429U.
 - (iv) Illumination shall be external metal halide lamp or balanced external fluorescent lamp.

- (b) Sites with a single user building:
 - (i) One (1) main identification sign, with dimensions of four feet, four inches by six feet, six inches (4'4" x 6'6"). The sign may include either the building name and address or the business name/logo and address. The sign shall be located at least twenty one feet (21') from any existing or proposed right-of-way and oriented perpendicular to the traffic flow.
 - (ii) Minor directional signs, with dimensions of three feet, seven inches by two feet (3'7" x 2'). Information shall be limited to generic directions, such as deliveries, exit, etc., with directional arrows. These signs may be located as necessary within the site.
 - (iii) Sites with frontage on Interstate 64 or Big Bethel Road are permitted one (1) ground mounted sign oriented toward that frontage, with dimensions of six feet by twenty five feet (6' x 25'). Sign location must be approved by the IDA DRC prior to the issuance of the sign permit.
- (c) Sites with multi-user buildings:
 - (i) One main identification sign, with dimensions of four feet, four inches by six feet, six inches (4'4" x 6'6"). The sign may include either the building name and address or the name/logo of the major tenant and address. The sign shall be located at least twenty one feet (21') from any existing or proposed right-of-way and oriented perpendicular to the traffic flow.
 - (ii) One (1) multi-tenant identification sign, with dimensions of three feet, ten inches by five feet, six inches (3'10" x 5'6"). The sign may include tenant names/logos, and shall be located at the main site entrance, at least twenty one feet (21') from any existing or proposed right-of-way, oriented perpendicular to traffic flow.
 - (iii) One (1) free-standing tenant identification sign for each tenant, with dimensions of five feet by three feet (5' x 3'). The sign may include the tenant name/logo, and shall be located in front of the tenant's major entrance, perpendicular to the drive aisle.
 - (iv) Multi-tenant directional signs, with dimensions of three feet, ten inches by five feet, six inches (3'10" x 5'6"). The sign may

include tenant names/logos and addresses, with directional arrows. These signs shall be located along drives within the site.

- (v) Minor directional signs, with dimensions of three feet, seven inches by two feet (3'7" x 2'). Information shall be limited to generic directions, such as deliveries, exit, etc., with directional arrows. These signs may be located as necessary within the site.

- (2) Each site shall be permitted the following wall sign area:
- (a) Wall sign area shall be based on building size. The linear length of the longest and shortest building sides shall be totaled; one (1) square foot of sign area shall be permitted for every one (1) foot of such linear building length. Said sign area may be distributed between no more than two (2) sides of the building.
 - (b) Prior to the issuance of any wall sign permits in the district, the IDA DRC shall review and approve a wall sign package for the district. Such approval shall be based upon:
 - (i) the package's coordination with the design of the free-standing signs in (1) above; and
 - (ii) the copy on all wall signs being limited to the business name/logo.
- (3) In addition to the wall signs in (2) above, tenant door identification shall be permitted with dimensions of one and one-quarter feet square (1-1/4' x 1-1/4'), and copy shall be limited to tenant name/logo and suite number. Door identification signs shall be located on the entry door.
- (4) One (1) temporary construction sign shall be permitted per site, not to exceed a height of eight feet (8') above natural grade and not to contain more than thirty six (36) square feet of sign area. All temporary construction signs shall be removed within fourteen (14) days of the issuance of a Certificate of Occupancy or within three (3) days of the erection of a permanent sign on the site, whichever occurs first. Information permitted upon temporary construction signs shall be limited to the name of the project, the general contractor, the architect, the engineer, and other firms involved in the construction project.
- (5) One (1) real estate sign for the initial lease-up period, which shall not exceed a height of ten feet (10') above natural grade and shall contain no more than thirty two (32) square feet of sign area. The initial lease-up period shall be construed as that time from the beginning of construction through the execution of lease(s) for ninety five percent (95%) of the building's leasable space, or one (1) calendar year, whichever is shorter. If the building has not reached ninety five percent (95%) occupancy within one (1) year, the permit may be renewed by the Zoning Administrator for an additional year. Such permit may be administratively renewed twice, but the maximum permitted time period for such real estate sign shall never exceed three (3) consecutive years from the date of the Certificate of Occupancy. Any subsequent real estate sign shall not exceed a height

of five feet (5') above natural grade and shall contain no more than sixteen (16) square feet of sign area. Information permitted on any real estate sign shall be limited to the nature of the offering, the name/logo of the real estate company, the listing agent, and phone number. All real estate signs shall be removed within five (5) days of the date of recordation of the deed for the property or execution of the lease for the last leasable space on the property.

Article VII. SPI-CC (10/27/99)

Sec. 18.1-41. Sign Area.

- (1) Sign area shall generally be as permitted in Article 1 of this Chapter, however the following shall also apply:
 - (a) No sign shall be painted on a building, accessory structure or fence.
 - (b) Parcels are required to have at least fifty feet (50') of frontage on a public right-of-way in order to place a free-standing sign facing that right-of-way.
 - (c) No free-standing sign shall be located closer than forty feet (40') to any other free-standing sign.
 - (d) All free-standing signs shall be ground-mounted monument signs unless they are located within an interstate/arterial zone, as defined in this Chapter. Any free-standing sign placed within an interstate/arterial zone shall not be in addition to other permitted free-standing signs.
 - (e) In those instances where the Coliseum Central logo is incorporated into any private sign, the area of the logo itself shall not count toward the allowable sign area.
- (2) In an effort to address the special signage needs of the Coliseum Central area, modifications to the requirements of (1) above, to include additional sign area, may be permitted upon the approval of the Coliseum Central Design Review Committee (CCDRC), as defined in Section 17.3-115. Such approval shall be based upon the sign package's ability to meet the following standards:
 - (a) the appropriateness to the type of activity to which it pertains;
 - (b) compatibility with the character of the surrounding area;
 - (c) compatibility with the architecture of the building and its incorporation into that architecture in a manner that does not obscure elements and details that define the building design;
 - (d) sensitivity of placement to signs on adjacent parcels; and
 - (e) consolidation of free-standing signs.

In no instance, however, shall the CCDRC allow the use of off-premise advertising that would not otherwise be permitted by this Chapter. Should any request for additional sign area, or a change in the dimensions or location of a sign, be denied by the CCDRC, the request may be forwarded to the Board of Zoning Appeals in

the form of a variance. The CCDRC shall forward the rationale for their decision to the Board of Zoning Appeals for consideration.